



WHY IS M-PESA VISA CARD NECESSARY?

1. People will be able to pay for commuter fares by swiping these cards in the cashless eco system as it would be tricky to use phones in settling fares in our PSVs. Please note that users of these cards will be able to top them up at M-PESA agents at no cost. **A good example of someone who would want to use this M-PESA card is someone who is on AIRTEL or TELKOM networks but would want to use M-pesa service for example while paying for goods at the supermarket using this card.**
2. We as M-pesa users often lose our phones or find our phones' batteries dead but we still have shopping and other needs that require us to use the M-pesa service. When faced with such a situation, one will just use their M-PESA card to carry out their transactions e.g. from POS systems.
3. Please note that the cards can be used even when one doesn't have a phone to key in their PIN-Currently while using the itap, card and the wristband, one is made to key in the PIN from the phone. **A good example is using this card at the bank ATMs.**
4. We as M-Pesa users often find ourselves moving from an M-Pesa agent to the other because they don't have "large" amounts of money. This is usually how it goes "Naweza toa" "ee unatoa ngapi" 40k, 65k or 70k "Hio sina angalia next". This card will assist users who want these "large sums" withdraw from bank account by linking the M-Pesa accounts virtually with the banks networks. It's a fact that we as M-pesa users often find ourselves moving from one agent to the next trying to withdraw a "large" amount. **Let Safaricom have one main Account in each of the Mainstream banks against which debits will be done by those with M-Pesa Cards [even those without Safaricom lines] not only on their counters but also through their ATMs.**
5. Since these M-Pesa cards will be VISA enabled, people will be able to pay for online goods & services e.g when paying for selected for items selected on Alibaba, Amazon

platforms. **Moving forward, one will be able to effect payments to business suppliers in China and any other place in the world using an M-PESA Visa Card**

6. Tourists and business people will be **able to use M-PESA service without necessarily buying a line**; this will be possible through use of an M-PESA Visa card.
7. Since the M-Pesa Cards will be VISA Enabled, they will be attractive to tourists and business people who will be able to top them up where M-Pesa has agents and use them when they travel outside their countries either for business or leisure.

M-PESA FOREX ACCOUNTS

12/05/2019

M-Pesa users will also be able to trade in other currencies i.e

- ✓ **M-Pesa Dollar Account-Users will be able to remit dollars globally**
- ✓ **M-Pesa Euro Account-Users will be able to remit Euros globally**
- ✓ **M-Pesa Pound Account-Users will be able to remit Pounds globally**

WHY ARE M-PESA FOREX ACCOUNTS NECESSARY

In these times of booming across border trade there are business deals that require payments to be done in foreign currencies making us go to the banking halls to change cash to these foreign currencies. The above accounts remove the need to go for such transactions in banks.

For example if a parent wants to send some pocket money to his child in the U.K or in Russia, they will just need to load the cash in their M-Pesa Pound account and M-Pesa Euro account respectively and be able to remit the cash. The recipient will then be able to receive the cash from agents in these countries.

This is an additional revenue stream **i.e M-Pesa FOREX Commissions** where Safaricom will generate commissions in remittance & withdrawal charges and also in selling the foreign currency to the users.

CURRENT PRACTICE

Currently if I want to pay for some merchandise in China and I have money in my M-pesa account, I will first have to withdraw it then take it to the banks for them to remit it to my Chinese suppliers in dollars.

AN EXAMPLE

Personally I import ladies' shoes from Guangzhou and Shenzhen in China and I am always forced to withdraw cash from my M-pesa and take that cash to Equity bank for them to convert it to dollar and send to my suppliers. As an M-pesa user I need to be able to do that from the comfort of my phone through my M-pesa Forex Account instead of making trips to the bank and incurring charges. By facilitating this, it means commissions now move from the banks to Safaricom.

Kindly have this Forex need addressed. I am currently working on another concept. Please consider me and also get back to me when you find my suggestions viable.

M-pesa Members club will be a prestigious club for M-Pesa Users. Just like any other Members' Club, they will enjoy preferential services from time to time e.g they will enjoy free money remittance services for example on weekends, during holidays, during special days like birthdays or on valentines etc.

Some of users will enjoy free use pay bill services and others enjoy interest free use of FuliZa from time to time.

Those willing to join M-Pesa Super Members' Club will pay a one off subscription of Kshs 100 and Kshs 10 bob every month. They will be able to pay for this subscription fee from their M-pesa accounts, M-shwari, FuliZa accounts or from their ban accounts. Safaricom has more than 25 Million Subscribers, if half of this subscribe to this M-Pesa Super Members club, it means $12,000,000 \times 100 = 1.2$ Billion and a further 120million every month. This is just a conservative figure.

The list of incentives and preferential treatment for M-pesa Super Club Members is not Exhaustive. I am still researching on more

M-PESA / SAFARICOM BANK

12/05/2019

There has been a paradigm shift in business from conventional to digital spaces and it's a fact that most of the business is now been done using mobile phones. Safaricom can up its game a notch higher by having a Virtual Banking Platform which will become a fully-fledged business entity moving forward-i.e a BANK.-**I personally can handle this business unit using my Co-op Bank Experience. [Give me a chance once approved]**

There is no legal problem in having this business. Equity is doing telcos services under Equitel where users enjoy making calls using Equitel & Airtel resources. KCB is doing trade with a telco product called KCB-Mpesa.

In the same vein, it won't be illegal for Safaricom to join hands with any bank and offer its own banking services just as Equity bank is offering telco services under Equitel and also KCB offering loan services using KCB-M-pesa.

People who are willing to have their balance exceed 100k and daily transactional amount of 140k will need to join M-PESA Bank for their increased daily transactional amount, enhanced balance as well as for other mainstream banking needs.

Any amount exceeding 100k will be deposited in the M-PESA Members Bank account. Members will be able to exceed the 100k balance on the Mobile Money platform through use of M-PESA Users Bank facility .This facility will only be enjoyed by those on M-PESA Bank platform.

Those who exceed their daily transaction amount of 140k, or wants to send 70k+ at a go will be able to carry on with any further transactions by using M-Pesa Bank Platform.

There are several daily business needs requiring transactions exceeding 70k & 140k and this need hasn't been addressed yet. While it would be against the law to exceed the limits on mobile money, it is perfectly in order to exceed while on the M-PESA Bank platform.

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M-PESA BANK ASSET FACILITY

All M-pesa users and by extension customers have various and numerous banking needs that Safaricom can address not only as a telco but as a fully-fledged Virtual Bank.

Moving forward M-PESA Club Members will be able to buy houses, cars land through their virtual bank accounts on th M-Pesa platform. M-Pesa Bank professional team will be able to assist M-Pesa users buy houses, vehicles, land etc. by offering them required services at preferential fees slightly lower than what is on the market currently. At me moment people are duped and conned every day by fraudsters masquerading as genuine merchants of assets. Safaricom as a trusted service provider, will make this pain for customers go away while making some cash.

M-PESA Bank will be able to give car loans, Mortgages, Chama loans etc where customers will receive communication via phone or texts from Safaricom.

I am researching further on how to employ international best practices in this arrangement to guarantee ROI [Return on Investment] and satisfy the investors and stakeholders.

I am currently working on the possibility of Safaricom having an Airline branded **Safaricom Airways or M-PESA Airways** as a global product. My business concepts have largely been influenced by having Safaricom as ONE STOP SHOP where one can access a full package comprising of the following:

- **Safaricom Voice & Data Line-For communication and Internet Access**
- **M-PESA Capability-For sending & Withdrawal of cash**
- **M-PESA Visa Card-To facilitate Phoneless/SIMless money transactions**
- **M-PESA Forex Accounts-To facilitate across border foreign trading**
- **M-PESA Super members Club-Prestige Members club**
- **M-PESA Bank-To provide Banking needs to its users via a bank platform.**

WHY M-PESA BANK OR SAFARICOM BANK IS NECESSARY

- a. It removes the double cost that is there currently-at the moment, we are double charged to pull money from our mainstream bank accounts to M-Pesa account. For example if I want to pull Kshs 50,000 from my account in bank X, the bank will charge me for transferring that cash to M-Pesa platform then Safaricom will charge me to withdraw that money from any of its agents. With a main M-Pesa/Safaricom Bank this double cost will be removed and this is how-If a customer is pulling any money to their M-pesa account and provided

it doesn't exceed the set legal limits, the customer won't be charged any amount since they will incur withdrawal charges at some point.

- b. If a customer wants to withdraw over the M-pesa/Safaricom bank counters, then they will be charged the applicable one off tariff.
- c. It will allow M-Pesa users to do business transactions that exceed the current limits of 70k, 100k and 140k.
- d. It brings value addition in terms of offering a full telco and banking needs package.

I am willing to come and shed more light on my proposed concepts if you find them viable.

Please also find my attached images of proposed M-PESA Bank Logo and kindly note that I have designed a logo for Safaricom Bank just in case you settle for that name.

1ST IMPRESSION OF M-PESA BANK LOGO



"Success Comes To Those Who Believe In The Beauty Of Their Dreams"

Thanks & Regards

Thought out, Researched & Submitted By.

Steve Muikia-0720380777 Email: stevemuikia@yahoo.com on 12/05/2019